

Third Quarter 1998 Workplan Summary - CONFIDENTIAL
 (July Only - Balance of August and September to be communicated)

Month	July	August	September
Monthly Workplan Dates	7/6 - 7/31	8/3 - 8/28	8/31 - 10/2
National Pack Promotions			
- WINSTON	① \$1.00 Off 2 Packs (7/20/98) T-Shirt "Retailer Give-Away"		
- CAMEL		B2G1F (Pre-Sleeved) ① (8/3 DTS)	
- CAMEL Menthol			
- SALEM	30¢ Off Tear Tape ←————→ (7/13 DTS)		
- DORAL			
- DPC/Low Volume Promotion	② WINSTON 30¢/1 Pack (7/6 or 7/27 DTS)		
CTS Promotions			
- CTS Pack			
- CTS Carton	CTS 5-Pack Racing Sleeves (7/6 DTS)		
Supermarket Promotions			
POS Changeover	WINSTON ←————→		
Pricing: Gap (Full-Price), Ceiling (Savings), Matching (SALEM)	On-Going Third Quarter ←————→		
Partners: Wholesale Partners, Retailer Accrual Program	On-Going Third Quarter ←————→		
Sweepstakes	DORAL "The Big American Adventure" Sweepstakes		
Direct Marketing			

① WAM accounts will participate in this promotion.

② Select regions work DPC 7/6 DTS - All delivery dates are scheduled to accommodate earlier DTS.

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1
Revised: 5/11/98

ROU Checklist - July

	801269 WINSTON CTS 5-Pack Racing Sleeve w/Special 90-Ctn Display (90/SKU)	WINSTON \$1.00/2 Pk Conversion Button (for remaining \$.70/2 Pk Promotion)	WINSTON June/July PDI Placements	800750* WINSTON \$1.00 Off 2 Packs (20/SKU)	801212 WINSTON T-Shirt "Retailer Give-Away" (10/SKU)	800438 SALEM 30¢ Off 1 Pack Tear Tape (40/SKU)	801037** WINSTON 30¢ Off 1 Pack Low Volume/DP C (20/SKU)	800594* CAMEL B2G1F (1/SKU)
Execution Model Available	N/A	N/A	N/A	4/20/98	N/A	On-Going	N/A	4/27/98
Adjustments to Model	N/A	N/A	N/A	4/20 - 5/8/98	N/A	On-Going	N/A	4/27-5/22/98
Templates Available	N/A	N/A	N/A	5/11/98	N/A	4/27 - 5/22/98	N/A	5/25/98
Allocations to Direct Account by Winston-Salem	N/A	N/A	N/A	N/A	N/A	6/1/98	N/A	N/A
Value-Added Transfer Deadline	N/A	N/A		5/15/98	N/A	N/A	5/15/98 (Manual Transfer Only)	5/29/98
First Order Date	5/4/98 (available for shipment 6/15/98)	5/18/98 (available for shipment 5/20/98)	5/6/98 (available for shipment 6/15/98)	5/18/98	6/1/98	6/8/98	5/18/98	6/1/98
First Delivery Date to Direct Accounts	N/A	N/A	N/A	6/8/98	N/A	6/29/98	6/8/98	6/22/98
Roll Remaining Allocation to Next Drive Period	N/A	N/A	N/A	N/A	N/A	7/6/98	N/A	N/A
VAP Delivery Date to Retail	N/A	N/A	N/A	7/20/98	N/A	7/13/98	7/6/98 **	8/3/98
Last Delivery Date to Direct Account	N/A	N/A	N/A	7/31/98	N/A	7/31/98	8/7/98	8/14/98
Roll Remaining Allocations to National Clean-Up	N/A	N/A	N/A	8/3 - 8/7/98	N/A	N/A	N/A	8/17-8/21/98

* WAM to participate.

** DPC/Low Volume DTS is 7/27/98 in majority of regions; however, select regions working 7/6/98 DTS. Schedules to accommodate earliest ship date.

2

Revised: 5/11/98

8000 45815

Workplan Logistics
Program Contact: Lori O'Connor, #3019

I. Selling/Execution Detail

Month: July

Promotion: WINSTON \$1.00 off 2 Packs

Promotion #: 800750 Pre-Sleeved: No

Item #: 542810

Segment: Partner Pack Outlets

SKU Quantity: 20

Placement/MSA Reporting: W I N _ J U L _ \$ 1 / 2 _ P K S

Reporting Dates: 7/20/98 - 10/02/98

Promotion Details: 1) Promotion Description: WINSTON \$1.00 off 2 packs, packs have black and white .50¢ off tear tape. Direct account will be required to insert product into promotional sleeves. Display holds: 2 cartons LT 85 Box, 1 carton UL 85 Box, 1 carton FF 85 Box. Brand mix per display: 10 offers LT 85 Box, 5 offers UL 85 Box, 5 offers FF 85 Box. (WAM accounts will participate in this promotion.)
2) Materials Description: Display/POS kit, includes preassembled counter display, POS Card, 20 sleeves.
3) Recommended Displays: in SKU
4) Special Instructions: If Field requires a special removable \$1.00/2 Pack VPR for retailer accounting purposes, order #545264 (500/SKU) (allocated by request).

Pricing Details: - Invoice Description: WIN JUL \$1/2 PKS
- Pricing: Reduced list price
- Terms: Standard 3.25% .5% EFT
- Additional Allowance: NA

Promotional Packaging UPC: 12300-24689

Product UPC: 25380 - WINSTON LIGHT BOX

25381 - WINSTON ULTRA LIGHT BOX

25379 - WINSTON BOX

VAP Payment Per 6M Case: 1) Pack Only: \$9.50 per promoted 6M case (\$1.27 per SKU of 20).
2) Pack and Ship: \$14 per promoted 6M case (\$1.87 per SKU of 20).

II. Promotion Timing

Allocations Available: 3/30/98

Execution Model Available: 4/20/98

Allocation Adjustments to Model: 4/20/98 - 5/8/98

Templates Available: 5/11/98

Valued-Added Transfer Deadline: 5/15/98

First Order Date: 5/18/98

First Delivery Date to Direct Accounts: 6/8/98

VAP/Delivery Date to Retail Accounts: 7/20/98

Last Delivery Date to Direct Accounts: 7/31/98

Roll Remaining Allocations to National/Clean-Up: 8/3/98 - 8/7/98

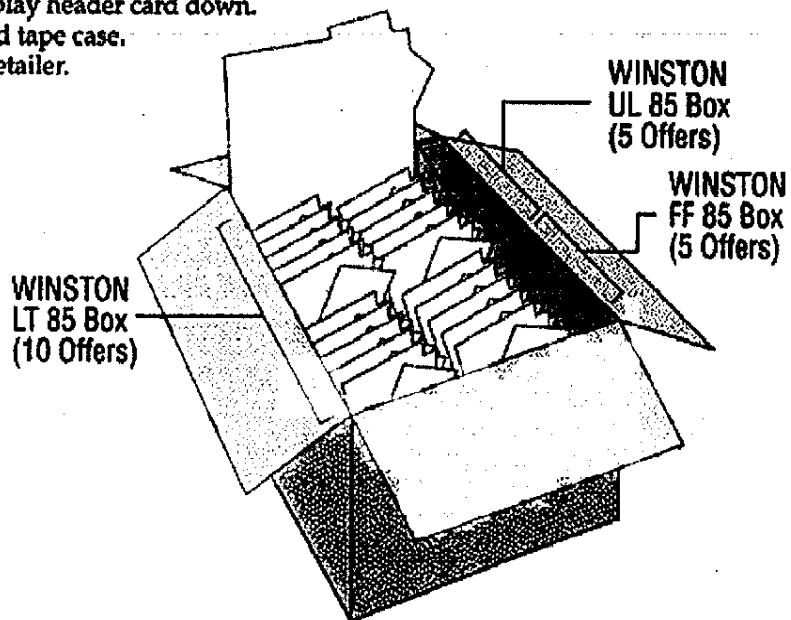
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WHOLESALER PACKING INSTRUCTIONS**VALUE ADDED PROMOTION**

EXPIRED

**July Winston \$1 OFF 2 Packs
(Winston Buy 2 Packs Get \$1 Off)****STEPS**

1. Open WINSTON \$1 OFF 2 PACKS shipping case. Inside will be 20 pre-assembled sleeves ready for loading. (10 sleeves will be marked WINSTON LT 85 Box, 5 sleeves will be marked WINSTON UL 85 Box, 5 sleeves will be marked WINSTON FF 85 box.) DO NOT REMOVE SLEEVES FROM KIT.
2. Place 2 Packs of the appropriate WINSTON style 50¢ off tear tape product into each style specific sleeve.
3. Fold display header card down.
4. Close and tape case.
5. Ship to retailer.



Item: # 542810

MSA Promotion Reporting Description: W I N _ J U L _ S 1 / 2 _ P K S

Winston LT 85 Box (10 Offers)							
Winston UL 85 Box (5 Offers)							

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4
5/11/98

Workplan Logistics
Program Contact: Lori O'Connor # 3019

I. Selling/Execution Detail

Month: July

Promotion: WINSTON Retailer T-Shirt Giveaway

Promotion #: 801212 Pre-Sleeved: No

Item #: 545153

Segment: Independent Pack Partner & CTS Outlets, Wholesaler Sales Force

SKU Quantity: 10 shirts

Placement/MSA Reporting: N/A

Reporting Dates: N/A

Promotion Details: 1) Promotion Description: T-Shirt to be given away to retailers and wholesaler sales forces, who will wear this shirt in store.

2) Materials Description: Henley 4 button short sleeve T-Shirt

3) Recommended Displays: N/A

4) Special Instructions: T-Shirt should be used to gain incremental presence on WINSTON.

Pricing Details: - Invoice Description: N/A

- Pricing: N/A

- Terms: N/A

- Additional Allowance: N/A

Promotional Packaging UPC: N/A

Product UPC: N/A

VAP Payment Per 6M Case: 1) Pack Only: N/A

2) Pack and Ship: N/A

II. Promotion Timing

Allocations Available: 4/13/98

Model Available: N/A

Allocation Adjustments to Model: N/A

Templates Available: N/A

Valued-Added Transfer Deadline: N/A

First Order Date: 6/1/98

First Delivery Date to Direct Accounts: N/A

VAP/Delivery Date to Retail Accounts: N/A

Last Delivery Date to Direct Accounts: N/A

Roll Remaining Allocations to National/Clean-Up: N/A

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Workplan Logistics
Program Contact: Kevin DeLury #3466

I. Selling/Execution Detail

Month: August

Promotion: CAMEL B2G1F

Promotion #: 800594 Pre-Sleeved: Yes

Item #: 542405

Segment: Partner Pack Outlets

SKU Quantity: 21

Placement/MSA Reporting: C A M _ A U G _ B 2 G 1 F _ _ _

Reporting Dates: 8/03/98 - 10/02/98

Promotion Details: 1) Promotion Description - Consumer buys 2 packs and gets the third free.

Promotion will be pre-sleeved in Winston-Salem. Display includes 4 cartons

CAMEL Light Box, 3 cartons CAMEL Filter Box. Brand mix per display:

12 CAMEL Light Box, 9 CAMEL Filter Box. (WAM accounts will participate
in this promotion.)

2) Materials Description: Display/POS Kit includes display with riser card,
large poster and instruction sheet.

3) Recommended Displays: in SKU

4) Special Instructions: "Complimentary" tear tape (blue) on gratis pack.

Pricing Details:

- Invoice Description: CAM AUG B2G1F

- Pricing: Regular list price

- Terms: Standard 3.25% on live product. Handling allowance 3.25% on free
product. 1.4% EFT.

- Additional Allowance: State tax for free product

Promotional Packaging UPC: 12300-23860

Product UPC: 25377 - CAMEL Filter Box 25378 - CAMEL Lights Box

VAP Payment Per 6M Case: 1) Pack Only - \$3.30 per promoted 6M case (\$.77 per SKU of 21)

2) Pack and Ship: \$4.90 per promoted 6M case (\$1.14 per SKU of 21)

II. Promotion Timing

Allocations Available: 3/30/98

Execution Model Available: 4/27/98

Allocation Adjustments to Model: 4/23 - 5/22/98

Templates Available: 5/25/98

Valued-Added Transfer Deadline: 5/29/98

First Order Date: 6/1/98

First Delivery Date to Direct Accounts: 6/22/98

VAP/Delivery Date to Retail Accounts: 8/3/98

Last Delivery Date to Direct Accounts: 8/14/98

Roll Remaining Allocations to National/Clean-Up: 8/17 - 8/21/98

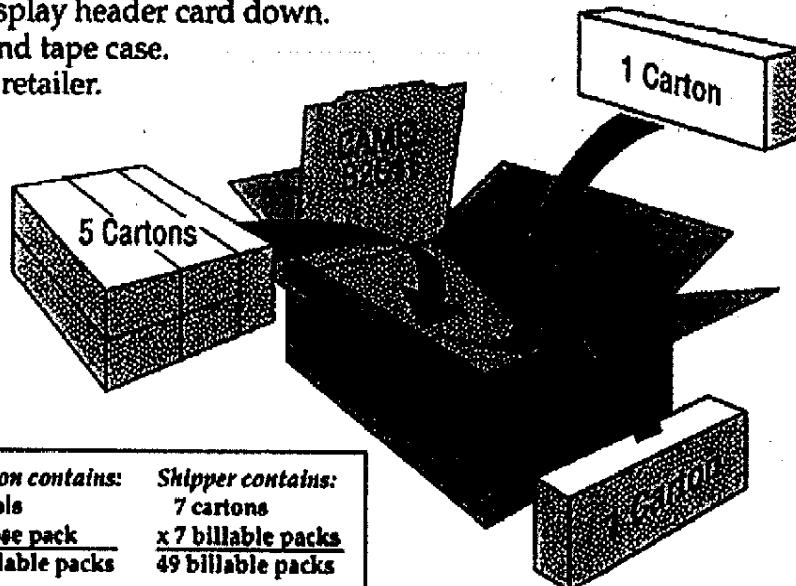
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6

Revised: 5/11/98

WHOLESALER PACKING INSTRUCTIONS**VALUE ADDED PROMOTIONS****August CAMEL B2G1F**
*(Buy 2 Packs Get 1 Free)***STEPS**

1. Open CAMEL B2G1F shipping case.
2. Place 7 cartons (4 CAMEL Lights Box and 3 cartons CAMEL Filter Box) promotional product into shipper/display. Promotional product is in white cartons and is pre-sleeved.
3. Fold display header card down.
4. Close and tape case.
5. Ship to retailer.



Item: # 542405

MSA Promotion Reporting Description: CAM AUG B2G1F

Product Style						
Marketing Area Code						

51854 0013

Workplan Logistics
Program Contact: Lori O'Connor, #3019

I. Selling/Execution Detail

Month: July

Promotion: SALEM Tear Tape (.30¢ off 1 Pack)

Promotion #: 800438 (Drive period 807 for promotional product orders) Pre-Sleeved: No

Item #: 541964 Shipper/Display

Segment: Partner Pack Outlets as "identified" on grid for SALEM

SKU Quantity: 40

Placement/MSA Reporting: SAL_98_30/1_PK_

Reporting Dates: 7/13/98 - 8/28/98

Promotion Details: 1) Promotion Description: SALEM 30¢ off 1 pack tear tape. Product is in white promotional cartons.

2) Materials Description: SALEM 40-Pack Display/Shipper (1 SKU) includes Paster #541970. Pack Replica POS #541973 (1/SKU) order separately.

3) Recommended Displays: #541964

4) Special Instructions: Unordered product from previous drive period (806) will be moved into current drive period.

Pricing Details: - Invoice Description: SAL 98 .30/1 PK
- Pricing: Reduced list price
- Terms: Standard 3.25% .5% EFT
- Additional Allowance: NA

Promotional Packaging UPC: NA

Product UPC:	Packs	Carton	Cases
FF 85	0 12300-12039	9 724461000	24194
LT 85	0 12300-12439	9 724458000	24196
FF 100	0 12300-12239	9 724462000	24195
LT 100	0 12300-12539	9 724460000	24197

VAP Payment Per 6M Case: 1) Pack Only: \$4.75 per promoted 6M case (\$0.64 per SKU of 40)
2) Pack and Ship: \$7.00 per promoted 6M case (\$0.94 per SKU of 40)

II. Promotion Timing

Allocations Available: 4/20/98

Model Available: Stub model will be used to obtain quantities

Allocation Adjustments to Model: On-Going

Templates Available: 4/27/98 - 5/22/98

Allocations to Direct Account Level by W-S: 6/1/98

First Order Date: 6/8/98

First Delivery Date to Direct Accounts: 6/29/98

Roll Remaining Allocations to Next Drive Period: 7/6/98

VAP/Delivery Date to Retail Accounts: 7/13/98

Last Delivery Date to Direct Accounts: 7/31/98

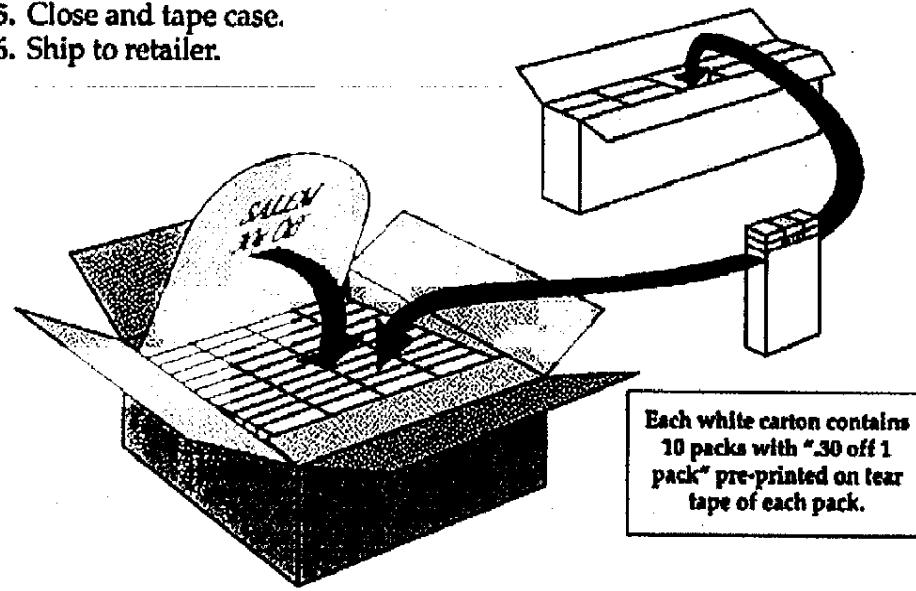
Roll Remaining Allocations to National Clean-Up: N/A

* Promotional carton UPC will not be printed on carton. Provided for communication purposes only to direct accounts as needed.

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WHOLESALER PACKING INSTRUCTIONS**SALEM TEAR TAPE****July SALEM 30¢ OFF 1 Pack Tear Tape****STEPS**

1. Open SALEM 30¢ OFF 1 pack shipping case.
2. Place 40 packs of "tear tape" product in display.
3. Load 10 packs of same brand style in each row.
4. Fold display header card down.
5. Close and tape case.
6. Ship to retailer.



Item: # 541964

MSA Promotion Reporting Description: S A L _ 9 8 _ . 3 0 / 1 _ P K

SALE						
SALE						

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9

5/11/98

Workplan Logistics
Program Contact: Lori O'Connor, #3019

I. Selling/Execution Detail

Month: July

Promotion: WINSTON 30¢/Pack DPC/Low Volume

Promotion #: 801037 Pre-Sleeved: No

Item #: 544565 Shipper Display, #544562 VPRs

Segment: Lower Volume Outlets Not Receiving Other RJR Promotions

SKU Quantity: 20

Placement/MSA Reporting: W I N _ J U L _ _ 3 0 / 1 _ P K

Reporting Dates: 7/6/98 - 8/28/98

Promotion Details: **1) Promotion Description:** Provide VPR discounting in lower volume accounts.
30¢ off 1 pack of WINSTON Box or WINSTON Light Box.
2) Materials Description: Display Item # 544565, VPRs, 20 per sheet Item #544562
3) Recommended Displays: 20 Pack Display (#544565)
4) Special Instructions: DPC to be worked fourth week in month; however, select regions may need to begin first week of month.

Pricing Details:

- Invoice Description: WIN JUL .30/1 PK
- Pricing: Reduced List Price
- Terms: Standard 3.25% .5% EFT
- Additional Allowance: NA

Promotional Packaging UPC: NA

Product UPC: NA

VAP Payment Per 6M Case: **1) Pack Only:** No Tear Tape - \$9.50 per promoted 6M case (\$1.27 per SKU of 40).
2) Pack and Ship: No Tear Tape - \$14.00 per promoted 6M case (\$1.87 per SKU of 40).
1) Complete Turnkey Sell/Pack/Ship: - \$7.00 per store
2) Complete Turnkey Sell/Pack: - \$5.00 per store

II. Promotion Timing

Allocations Available: 3/30/98

Stub Model Available: NA

Allocation Adjustments to Model: NA

Templates Available: NA

Valued-Added Transfer Deadline: 5/15/98 (Manual Transfer Displays Only)

First Order Date: 5/18/98

First Delivery Date to Direct Accounts: 6/8/98

VAP/Delivery Date to Retail Accounts: 7/6/98 *

Last Delivery Date to Direct Accounts: 8/7/98

Roll Remaining Allocations to National/Clean-Up: NA

* DPC/Low Volume DTS is 7/27/98; however, select regions working 7/6/98 DTS. Schedules to accommodate earlier ship date.

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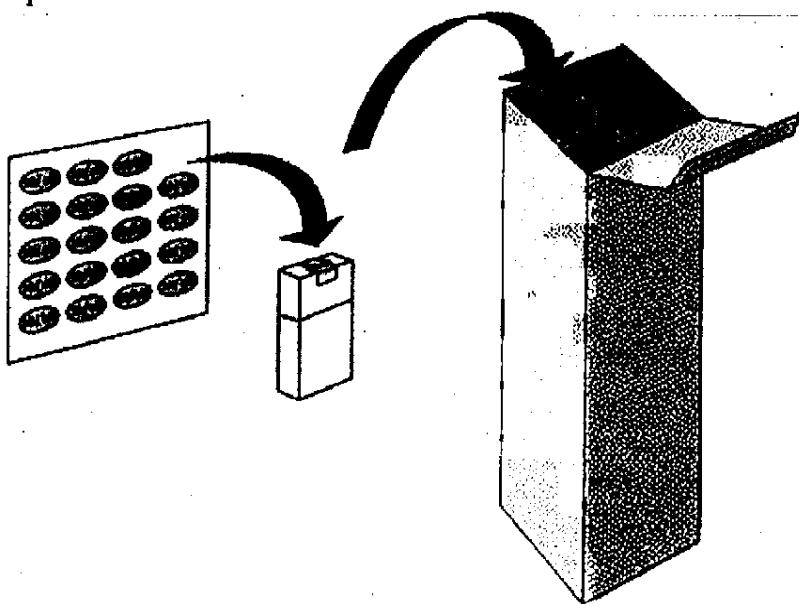
WHOLESALER PACKING INSTRUCTIONS**DEEPER PROMOTION COVERAGE**

5/11/98

**July Winston .30 cents off 1 pack
Product to be stickered
by Direct Account**

STEPS

1. Open top of DPC 2 carton Display/Shipper.
2. Place "30¢ off" price stickers on TOP of packs.
3. Load same brand style in each row. Display holds 20 packs (2 cartons).
4. Close top of DPC 2 carton Display/Shipper.
5. Ship to retailer.

**Item:**

544565 Winston 20 Pack DPC Display/Shipper
544562 Winston DPC .30 VPR's (20 per sheet)

M&A Promotion Reporting Description: WIN JUL 30 / 1 PK

Winston DPC Display Shipper							
Winston DPC Coupon							

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11
5/11/98

Workplan Logistics
Program Contact: Lori O'Connor ext. #3019

I. Selling/Execution Detail

Month: July

Promotion: WINSTON CTS 5 pack racing sleeve w/special 90 carton floorbase

Promotion #: 801269 Pre-Sleeved: NO - assembled in store

Item #: 5 pack racing sleeve - 545303, 90 Carton Floorbase w/topper - 545315

Segment: CTS

SKU Quantity: 90 - 5 pack sleeves

Placement/MSA Reporting: N/A

Reporting Dates: N/A

Promotion Details: 1) Promotion Description: 5 pack promotion for CTS outlets. Sleeves are designed to resemble a race car. The 90 carton special floorbase is designed to be left in store as a home for regular discounting promotions after the sleeves sell through.

2) Materials Description: 545303- (90 per SKU)- 5 pack racing sleeves will hold KS & 100's. 545315 - (1 per SKU)- 90 carton floorbase with special topper

3) Recommended Displays: Special RED 90 Carton floorbase with topper

4) Special Instructions: This promotion is designed to increase WINSTON presence in CTS outlets. Product mix should be determined and prebooked in for assembly at the store level.

Pricing Details: - Invoice Description: N/A

- Pricing: N/A

- Terms: N/A

- Additional Allowance: N/A

Promotional Packaging UPC: 12300-70404

Product UPC: N/A

VAP Payment Per 6M Case: 1) Pack Only: N/A

2) Pack and Ship: N/A

II. Promotion Timing

Allocations Available: 5/4/98

Execution Model Available: N/A

Allocation Adjustments to Model: N/A

Templates Available: N/A

Valued-Added Transfer Deadline: N/A

First Order Date: 5/4/98

First Ship Date: 6/15/98

First Delivery Date to Direct Accounts: N/A

VAP/Delivery Date to Retail Accounts: N/A

Last Delivery Date to Direct Accounts: N/A

Roll Remaining Allocations to National/Clean-Up: N/A

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12
New: 5/11/98

Workplan Logistics
Program Contact: Lori O'Connor ext. #3019

I. Selling/Execution Detail

Month: July/August

Promotion: WINSTON PDI Placements

Item #	Description	Allocated
545324	Stick to Stick Wobbler	Y
545330	No Additives Wobbler	Y
537323	Changemat	Y
545345	9 x3 Banner w/pricing	Y
545351	4 x 2 Banner	Y
545423	Multi-Style 20 Pk display	Y
545342	Universal Corex Price Sign	Y
538685	Corex "No Bull" Sign	Y
534140	Curb Mount Sleeve	N
534134	Ground Mount Sleeve	N

Segment: Allocations based on Partner Pack & CTS Outlets

Promotion Details: 1) PDI should be available to appropriate personnel in order for placement to begin on 7/6/98.

II. Promotion Timing

Allocations Available: 5/6/98

First Available for Shipment: 6/15/98

Roll Remaining Allocations to National/Clean-Up: 8/14/98

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13
New: 5/11/98

Workplan Logistics
Program Contact: Lori O'Connor ext. #3019

I. Selling/Execution Detail

Month: July

Promotion: Converting older WINSTON .70¢ promotions to a \$1.00 to match current July promotion

Promotion #: N/A Pre-Sleeved: N/A

Item #: 545684

Segment: Any call that has remaining .70¢ off 2 pack promotional sleeves

SKU Quantity: 15 - \$1.00 off 2 pack buttons per sheet

Placement/MSA Reporting: N/A

Reporting Dates: N/A

Promotion Details: 1) Promotion Description: Place the \$1.00 off 2 pack button directly over the .70¢ off 2 pack button on any leftover promotions from May.

2) Materials Description: 1 sheet contains 15 - \$1.00 off 2 pack buttons.
Allocations were based on number of R/R, T/R, S/R in each region.

3) Recommended Displays: Place converted 2 pack sleeves units in the July \$1.00 off 2 packs display.

4) Special Instructions: Use WINSTON \$.30 off 1 pack discounting code for payment. Code is "WI .30 PR. RED."

II. Promotion Timing

Allocations Available: 5/18/98

Execution Model Available: N/A

Allocation Adjustments to Model: N/A

Templates Available: N/A

Valued-Added Transfer Deadline: N/A

First Order Date: 5/18 (available for shipment 5/20/98)

First Delivery Date to Direct Accounts: N/A

VAP/Delivery Date to Retail Accounts: N/A

Last Delivery Date to Direct Accounts: N/A

Roll Remaining Allocations to National/Clean-Up: N/A

51854 0020

14
New: 5/11/98

VAP Promotion Timetable
July

1) Promotion Details				
Month	July	July	July	August
Promotion	WINSTON \$1.00 Off 2 Packs #800750	WINSTON 30¢ Off 1 Pack DPC #801037	SALEM 30¢ Off 1 Pack Tear Tape #800438	CAMEL B2G1F #800594
Offers Per Display	20	20	40	21
First Order Date	5/18/98	5/18/98	6/8/98	6/1/98
First Delivery Date to Direct Account	6/8/98	6/8/98	6/29/98	6/22/98
Direct Account Ships to Retail (week of)	7/20/98	7/6/98* or 7/27*	7/13/98	8/3/98
2. Pre-Planning and Execution				
Review with Direct Account				
Direct Account Administration				
Templates/Packing Instruction to Direct Account				
BSGSF Ordered				
BSGSF Delivery to Direct Account				
Premiums Ordered				
Premium Delivery to Direct Account				
Template Loaded/Reviewed				
Product Stamping				
VAP Assembly/Packing				
3. Follow-Up Process				
Review Unshipped SKUs				
Identify Missed Distributions				
Reload Distributions				
Ship to Appropriate Accounts				

* DPC/Low Volume DTS is 7/27/98 in majority of regions; however, select regions working 7/6/98 DTS. Schedules to accommodate earliest ship date.

15

Revised: 5/11/98

51854 0021

Wholesale Partners - Third Quarter 1998 MSA Reporting Promotion Description for Promotions

Time Period	Promotion Explanation	MSA Reporting Description	Promotion Indicator	Brand Description
July	WINSTON \$1.00 Off 2 Packs (Pack Outlets)	WIN_JUL_\$.1/2_PK\$	Y	WINSTON LT 85 BX WINSTON FF 85 BX WINSTON UL 85 BX
July	WINSTON 30¢ Off 1 Pack (DPC)	WIN_JUL_.30/1_PK	Y	WINSTON LT 85 BX WINSTON FF 85 BX
July	SALEM Buy 1 Pack Get 1 Pack Free (Pack Outlets) (New York Region Only)	SAL_JUL_B1G1F_NY	Y	SALEM SLIDE BX SALEM LT SLIDE BX
August	CAMEL Buy 2 Packs Get 1 Pack Free (Pack Outlets)	CAM_AUG_B2G1F---	Y	CAMEL REGULAR 85 BX CAMEL REGULAR LT 85 BX

① Additional brand style descriptions should be entered if additional brand styles utilized. Enter specific brand styles to be worked.

NOTES:

- CTS is abbreviation for "Cigarette/Tobacco Store"
- DPC is abbreviation for "Deeper Promotion Coverage"

* National Package Promotions which will be tracked for Partners Category III qualification. This does not mean that the other promotions have any less importance or value to RJR. Proper execution of all RJR promotions continue to be a critical element in our overall marketing strategy. Simplification and administration ease until the automated system is activated is why promotions have been limited for Category III qualification.

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Wholesale Partners - Second Quarter 1998 Promotion Reporting Description

Time Period	Promotion Explanation	MSA Reporting Description	Promotion Indicator	Brand Description
June	DORAL Buy 1 Pack Get 1 Free (Pack Outlets)	DOR_JUN_B1G1F---	Y	DORAL LT BOX 85 ① DORAL FF BOX 85 DORAL FF SP 85 MEN DORAL FF SP 100 MEN DORAL FF SP 85 DORAL FF SP 100 DORAL LT BOX 85 DORAL FF BOX 85 DORAL MENTHOL 100 LT DORAL 100 ULTRA LIGHT
June	DORAL Buy 4 Packs Get 1 Pack Free (CTS Pack)	DOR_JUN_B4G1F---	Y	DORAL KSF LT ① DORAL 100 LT DORAL 100 FF DORAL MENTHOL 100 LT DORAL 100 ULTRA LIGHT DORAL FF BOX 100 DORAL LT BOX 100
June	DORAL Buy 8 Packs Get 2 Packs Free (CTS Carton)	DOR_JUN_B8G2F---	Y	DORAL KSF LT ① DORAL 100 LT DORAL 100 FF DORAL MENTHOL 100 LT DORAL 100 ULTRA LIGHT DORAL FF BOX 100 DORAL LT BOX 100
June	CAMEL 30¢ Off 1 Pack (DPC)	CAM_JUN_30/1_PK	Y	CAMEL KSF BX CAMEL KSF BX LT
June	SALEM 30¢ Off 1 Pack (DPC) (Non-Tear Tape Only)	SAL_JUN_30/1_PK	Y	SALEM KS ① SALEM 100 SALEM KS LT SALEM 100 LT

① Additional brand style descriptions should be entered if additional brand styles utilized. Enter specific brand styles to be worked.

NOTES:

- CTS is abbreviation for "Cigarette/Tobacco Store"
- DPC is abbreviation for "Deeper Promotion Coverage"

* National Package Promotions which will be tracked for Partners Category III qualification. This does not mean that the other promotions have any less importance or value to RJR. Proper execution of all RJR promotions continue to be a critical element in our overall marketing strategy. Simplification and administration ease until the automated system is activated is why promotions have been limited for Category III qualification.

51854 0023

Wholesale Partners - Second Quarter 1998 MSA Reporting Description for Promotions

Time Period	Promotion Explanation	MSA Reporting Description	Promotion Indicator	Brand Description
April	CAMEL Buy 2 Packs Get 1 Pack at 10¢ (Pack Outlets)	CAM_APR_B2G1/.10	Y	CAMEL KSF BX CAMEL KSF BX LT
April	DORAL Buy 2 Packs Get 1 Free (Pack Outlets)	DOR_APR_B2G1F---	Y	DORAL KSF LT DORAL 100 LT DORAL 100 FF DORAL MENTHOL 100 LT DORAL 100 ULTRA LIGHT
April	DORAL Buy 1 Pack Get 1 Free (Pack Outlets)	DOR_APR_B1G1F---	Y	DORAL KSF LT DORAL 100 LT DORAL 100 FF DORAL MENTHOL 100 LT DORAL 100 ULTRA LIGHT
April	DORAL 1.00 Off 2 Packs (Supermarkets)	DOR_APR_\$.1/2_PKS	Y	DORAL KSF LT DORAL 100 LT DORAL 100 FF DORAL MENTHOL 100 LT DORAL 100 ULTRA LIGHT
April	WINSTON 30¢ Off 1 Pack (DPC)	WIN_APR_.30/1_PK	Y	WINSTON KS BX WINSTON 85 BX LT
April-December	SALEM 30¢ Off 1 Pack Sniped Product (Tear Tape Only)	SAL_98_.30/1_PK-	Y	SALEM KS SALEM 100 SALEM KS LT SALEM 100 LT
May	WINSTON 70¢ Off 2 Packs (Pack Outlets)	WIN_MAY_.70/2_PK	Y	WINSTON KS BX WINSTON 85 BX LT
May	CAMEL 85¢ Off 2 Packs (Pack Outlets)	CAM_MAY_.85/2_PK	Y	CAMEL LT 85 SP CAMEL FF 85 SP CAMEL KSF BX CAMEL KSF BX LT
May	CAMEL Buy 2 Packs Get T-Shirt (Pack Outlets)	CAM_MAY_B2G_TSHT	Y	CAMEL KSF BX CAMEL KSF BX LT
May	CAMEL Buy 4 Packs Get 1 Pack Free (CTS Pack)	CAM_MAY_B4G1F---	Y	CAMEL KSF BX CAMEL KSF BX LT
May	DORAL 30¢ Off 1 Pack (DPC)	DOR_MAY_.30/1_PK	Y	DORAL KSF LT DORAL 100 LT DORAL 100 FF DORAL MENTHOL 100 LT DORAL 100 ULTRA LIGHT
June	DORAL Buy 2 Packs Get 1 Free (Pack Outlets)	DOR_JUN_B2G1F---	Y	DORAL KSF LT DORAL LT BOX 100 DORAL FF BOX 100 DORAL MENTHOL 100 LT DORAL 100 ULTRA LIGHT

① Additional brand style descriptions should be entered if additional brand styles utilized. Enter specific brand styles to be worked.

NOTES:

- CTS is abbreviation for "Cigarette/Tobacco Store"
- DPC is abbreviation for "Deeper Promotion Coverage"
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51854 0024

Wholesale Partners - First Quarter 1998 MSA Reporting Promotion Description for Promotions

Time Period	Promotion Explanation	MSA Reporting Description	Promotion Indicator	Brand Description
February	CAMEL Buy 2 Packs Get 1 Pack Free (Pack Outlets)	CAM_FEB_B2G1F---	Y	CAMEL KSF BX CAMEL KSF BX LT
February	DORAL Buy 2 Packs Get 1 Pack Free (Pack Outlets)	DOR_FEB98_B2G1F-	Y	DORAL KSF LT DORAL 100 LT DORAL 100 FF DORAL MENTHOL 100 LT DORAL 100 ULTRA LIGHT
February	DORAL Buy 1 Pack Get 1 Pack Free (Pack Outlets)	DOR_FEB_B1G1F--	Y	DORAL KSF LT DORAL 100 LT DORAL 100 FF DORAL MENTHOL 100 LT DORAL 100 ULTRA LIGHT
February	DORAL Buy 2 Packs Get 1 Pack Free (CTS Pack)	DOR_FEB_CTSB2G1F	Y	DORAL KSF LT DORAL 100 LT DORAL 100 FF DORAL MENTHOL 100 LT DORAL 100 ULTRA LIGHT
February	CAMEL Buy 4 Packs Get 1 Pack Free (CTS Pack)	CAM_FEB_CTSB4G1F	Y	CAMEL KSF BX CAMEL KSF BX LT
February	DORAL Buy 1 Carton Get 5 Packs Free (CTS Carton)	DOR_FEB_CTS_CART	Y	DORAL KSF LT DORAL 100 LT DORAL 100 FF DORAL MENTHOL 100 LT DORAL 100 ULTRA LIGHT
February	SALEM Buy 1 Pack Get 1 Pack Free (New York Region Only)	SAL_FEB_B1G1F_NY	Y	SALEM SLIDE BX SALEM LT SLIDE BX
March	SALEM Buy 1 Pack Get 1 Pack Free (New York Region Only)	SAL_MAR_B1G1F_NY	Y	SALEM SLIDE BOX SALEM LT SLIDE BOX
March	WINSTON Buy 2 Packs Get 1 Pack Free (Pack Outlets)	WIN_MAR_B2G1F--	Y	WINSTON KS BX WINSTON 85 BX LT WINSTON 85 ULT BX
March	DORAL 5 Pack Sleeve (CTS Pack)	DOR_MAR_CTS_5_PK	Y	DORAL KSF LT DORAL 100 LT DORAL 100 FF DORAL MENTHOL 100 LT DORAL 100 ULTRA LIGHT DORAL LT 100 BX DORAL FF 100 BX DORAL LT 85 BX DORAL FF 85 BX DORAL LT 85 SP MEN

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51854 0025

Wholesale Partners - First Quarter 1998 MSA Reporting Descriptions for Promotions

Time Period	Promotion Explanation	MSA Reporting Description	Promotion Indicator	Brand Description
January	WINSTON 70¢ Off 2 Packs (Pack Outlets)	WIN_JAN_70/2PKS	Y	WINSTON KS BX WINSTON 85 BX LT
January	DORAL 1.00 Off 2 Packs (Pack Outlets)	DOR_JAN_\$1/2PKS	Y	DORAL KSF LT DORAL 100 LT DORAL 100 FF DORAL MENTHOL 100 LT DORAL 100 ULTRA LIGHT
January	DORAL 1.00 Off 2 Packs (CTS Pack)	DOR_JAN_CTS_PACK	Y	DORAL KSF LT DORAL 100 LT DORAL 100 FF DORAL MENTHOL 100 LT DORAL 100 ULTRA LIGHT
January	DORAL 1.00 Off 2 Packs (Supermarkets)	DOR_JAN_SMKT_PK	Y	DORAL KSF LT DORAL 100 LT DORAL 100 FF DORAL MENTHOL 100 LT DORAL 100 ULTRA LIGHT
January	DORAL 7.50 Off 15 Packs (CTS Carton)	DOR_JAN_CTS_CTN	Y	DORAL KSF LT DORAL 100 LT DORAL 100 FF DORAL MENTHOL 100 LT DORAL 100 ULTRA LIGHT
January-March	CAMEL Menthol Buy 2 Packs Get 1 Pack Free (Pack Outlets)	CAM_MTH_B2G1F	Y	CAMEL MENTHOL KSF BX CAMEL MENTHOL KSF BX LT
January-March	WINSTON 30¢ Off 1 Pack (DPC)	WIN_Q1_DPC_DPLY	Y	WINSTON KS BX WINSTON 85 BX LT
January-March	CAMEL 30¢ Off 1 Pack (DPC)	CAM_Q1_DPC_DPLY	Y	CAMEL KSF BX CAMEL KSF BX LT
January-March	DORAL 30¢ Off 1 Pack (DPC)	DOR_Q1_DPC_DPLY	Y	DORAL KSF LT DORAL 100 LT DORAL 100 FF DORAL MENTHOL 100 LT DORAL 100 ULTRA LIGHT
January-March	SALEM 30¢ Off 1 Pack (DPC)	SAL_Q1_DPC_DPLY	Y	SALEM KS SALEM 100 SALEM KS LT SALEM 100 LT

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